

## ORDER



KSNV

Orders	Order / Rev:	104405
	Alt Order #:	06832084
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	07/18/12 / 10/17/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Strategic Media Services, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	87	\$47,975.00	\$40,778.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$47,975.00	\$40,778.75	0.00
<b>Totals</b>	<b>87</b>	<b>\$47,975.00</b>	<b>\$40,778.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	29%	\$47,975.00
Market	100%	\$165,431.03

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$43,012.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,777.59
KTUD	1%	\$1,654.31
KVVU	24%	\$39,703.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,308.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w/WagM	M	5-6a	--W-F--	:30	6	\$300.00	2	0.00	NM	2	\$600.00
				M-F 5-6a WakeUp w/Wagners											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	--W-F--		2		\$300.00		0.00					

Order / Rev: 104405  
 Alt Order #: 06832084  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/22/12	10/23/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$300.00		0.00						
E 3	KSNV	10/22/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	4	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$450.00		0.00						
E 4	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W-F--	:30	6	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W-F--	2		\$450.00		0.00						
E 5	KSNV	10/17/12	10/19/12	Today Show Today Show	CM	658a-9am	--WT---	:30	6	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WT---	2		\$600.00		0.00						
E 6	KSNV	10/22/12	10/23/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 7	KSNV	10/22/12	10/23/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$275.00		0.00						
E 8	KSNV	10/17/12	10/19/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WT---	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WT---	2		\$275.00		0.00						
E 9	KSNV	10/17/12	10/19/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$225.00		0.00						
E 10	KSNV	10/22/12	10/23/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$225.00		0.00						
E 11	KSNV	10/22/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	1		\$225.00		0.00						
E 12	KSNV	10/17/12	10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WT---	:30	2	\$225.00	2	0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WT---	2		\$225.00		0.00						
E 13	KSNV	10/17/12	10/19/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$275.00		0.00						
E 14	KSNV	10/22/12	10/23/12		CM	12-1230pm	-T-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00

Order / Rev: 104405  
 Alt Order #: 06832084  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$275.00		0.00			
E 15	KSNV	10/22/12	10/23/12	The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.002		0.00	NM	1	\$225.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$225.00		0.00			
E 16	KSNV	10/17/12	10/19/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$225.00		0.00			
E 17	KSNV	10/17/12	10/19/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	2	\$275.002		0.00	NM	2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$275.00		0.00			
E 18	KSNV	10/22/12	10/23/12	Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$275.002		0.00	NM	1	\$275.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$275.00		0.00			
E 19	KSNV	10/22/12	10/23/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$225.00		0.00			
E 20	KSNV	10/17/12	10/19/12	The Doctors	CM	2pm-3pm	--WT---	:30	2	\$225.002		0.00	NM	2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WT---					2	\$225.00		0.00			
E 21	KSNV	10/17/12	10/19/12	Dr. Phil	CM	3-4p	--WTF--	:30	2	\$300.002		0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$300.00		0.00			
E 22	KSNV	10/22/12	10/23/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$300.00		0.00			
E 23	KSNV	10/22/12	10/23/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				4PM NEWS (1 hour)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$450.00		0.00			
E 24	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	2	\$900.00
				4PM NEWS (1 hour)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$450.00		0.00			
E 25	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$450.00		0.00			
E 26	KSNV	10/22/12	10/23/12		CM	4-5pm	M-----	:30	1	\$450.002		0.00	NM	1	\$450.00

Order / Rev: 104405  
 Alt Order #: 06832084  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour) (4:30 PM-5:00 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$450.00		0.00				
E 27	KSNV	10/22/12	10/23/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.002		0.00	NM	2	\$1,800.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$900.00		0.00				
E 28	KSNV	10/17/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$900.002		0.00	NM	2	\$1,800.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			2		\$900.00		0.00				
E 29	KSNV	10/17/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WT---	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WT---			2		\$750.00		0.00				
E 30	KSNV	10/22/12	10/23/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/22/12-10/28/12		M-F Jeopardy		630-7pm	MT-----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 30.3 [na debates]															
3	KSNV	10/22/12-10/22/12		Jeopardy in PRIME		M-SA 8-11p / SUI	M-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 30.2 10/22 [INV CODE]															
E 31	KSNV	10/22/12	10/23/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	2	\$750.002		0.00	NM	1	\$750.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		M-F Wheel		7-730pm	MT-----	:30		<del>(\$750.00)</del>		0.00	NM		
See MG 31.3 [na debates]															
3	KSNV	10/22/12-10/22/12		Wheel of Fortune in PRIME		M-SA 8-11p / SUI	M-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 31.1 10/22 [INV CODE]															
E 32	KSNV	10/17/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$750.002		0.00	NM	3	\$2,250.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--			3		\$750.00		0.00				
E 33	KSNV	10/17/12	10/19/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	--W-F--	:30	2	\$450.002		0.00	NM	2	\$900.00
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W-F--			2		\$450.00		0.00				
E 34	KSNV	10/22/12	10/23/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----			2		\$450.00		0.00				

Order / Rev: 104405  
 Alt Order #: 06832084  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	KSNV	10/22/12	10/23/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		FacetoFace/Ralston Report		730-758pm	MT-----	:30		(\$450.00)		0.00	NM		
See MG 34.3															
[PGM CHG = NBC DEBATE]															
3	KSNV	10/22/12-10/22/12		RALSTON in PRIME		8-11pm	M-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 34.1 10/22															
[INV CODE]															
E 35	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$775.00		0.00						
E 36	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$775.00		0.00						
E 37	KSNV	10/22/12	10/23/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$275.00		0.00						
E 38	KSNV	10/17/12	10/19/12	The Tonight Show Tonight Show	CM	1135p-1237a	--W-F--	:30	2	\$275.002		0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W-F--	2		\$275.00		0.00						
E 40	KSNV	10/18/12	10/18/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,100.00		0.00						
E 42	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----SS	2		\$750.00		0.00						
E 43	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$225.00		0.00						
E 44	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$325.00		0.00						
E 45	KSNV	10/20/12	10/20/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.002		0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$300.00		0.00						
E 46	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 104405  
 Alt Order #: 06832084  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$450.00		0.00						
E 47	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.002		0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$375.00		0.00						
E 48	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$750.00		0.00						
E 51	KSNV	10/21/12	10/21/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.002		0.00	NM	1	\$1,900.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,900.00		0.00						
E 52	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.002		0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$250.00		0.00						
E 53	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.002		0.00	NM	1	\$375.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$375.00		0.00						
E 54	KSNV	10/21/12	10/21/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$1,600.002		0.00	NM	1	\$1,600.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,600.00		0.00						
E 55	KSNV	10/21/12	10/21/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
SNFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$8,000.00		0.00						
N 58	KSNV	10/18/12	10/21/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	---T--S	:30	2	\$100.002		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T--S	2		\$100.00		0.00						
N 59	KSNV	10/21/12	10/21/12	LAW & ORDER (LF) Law & Order (LF)	CM	Sat 1-2am / Sun 1-	-----S	:30	1	\$45.003		0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$45.00		0.00						
N 60	KSNV	10/18/12	10/19/12	Today-AN Today-AN	CM	205a-304a	---TF--	:30	1	\$30.004		0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$30.00		0.00						
													Totals	87	\$47,975.00